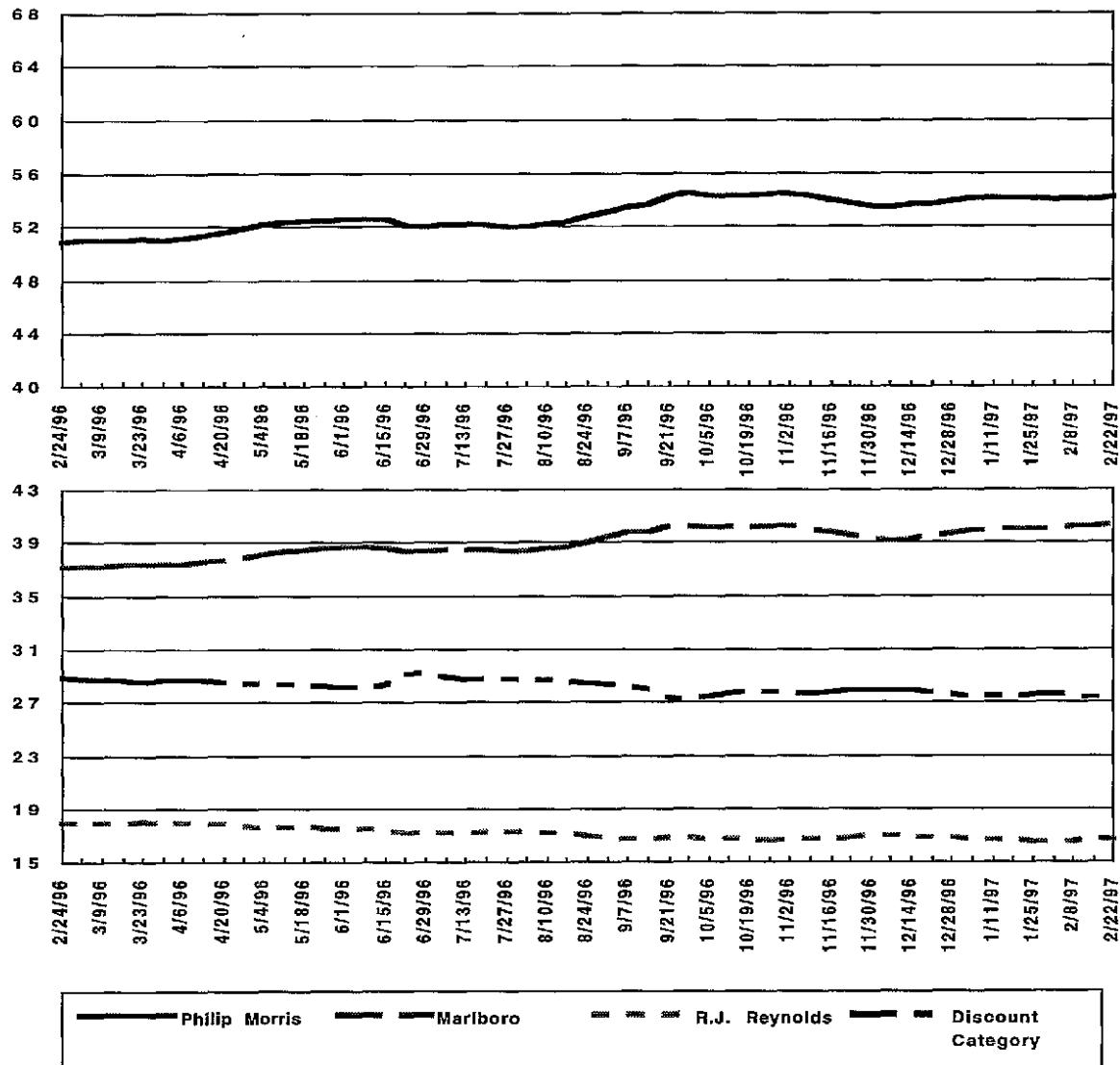


# SUPER AMERICA THROUGH W/E 2/22/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	53.97	54.19	52.94	53.46	0.52
Marlboro	39.96	40.40	38.96	40.09	1.13
OPB	7.20	7.16	7.23	7.06	-0.17
Basic	5.34	5.20	5.19	4.88	-0.31
R. J. Reynolds	16.82	16.74	17.24	16.88	-0.36
Carmel	5.64	5.70	5.51	5.78	0.27
Winston	3.86	3.85	3.99	3.95	-0.05
Doral	2.26	2.23	2.36	2.26	-0.11
B&W	8.19	7.97	8.47	8.07	-0.40
GPC	1.26	1.16	1.22	1.30	0.07
Lorillard	5.87	5.84	5.82	5.82	-0.01
Newport	4.18	4.19	4.09	4.16	0.08
Liggett Group	15.05	15.11	15.48	15.63	0.15
Premium	72.35	72.64	71.83	72.29	0.45
Private Label	15.19	15.24	15.63	15.76	0.13
Avg Ind CPW	253.38	247.15	256.43	246.58	-9.84
Avg PM CPW	136.76	133.94	135.77	131.83	-3.93
Avg Marl CPW	101.24	99.85	99.91	98.85	-1.05
# of Stores	631	631	632	629	-3

Source: STARS Store Level Database

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